President Obama Announces New Privacy Protections for the Digital Age

identiMetrics, the leader in biometric finger scanning solutions in K-12 education, among 75 companies that signed the K-12 School Service Provider Pledge to safeguard student privacy.

Jenkintown, PA (PRWEB) January 13, 2015 -- identiMetrics, the leader in biometric finger scanning identification solutions for schools, has announced that it is among the 75 companies heralded by President Obama committed to the cause to actively support the K-12 School Service Provider Pledge to Safeguard Student Privacy which went into effect on January 1, 2015.

At the Federal Trade Commission offices today, President Obama announced that he will build on the steps he has taken to protect American companies, consumers, and infrastructure from cyber threats, while safeguarding privacy and civil liberties. President Obama highlighted measures he will discuss in the State of the Union and unveil the next steps in his comprehensive approach to enhancing consumers' security, tackling identity theft, and improving privacy online and in the classroom.

Specifically, President Obama heralded new commitments from the private sector to help enhance privacy for students. The K-12 School Service Provider Pledge to Safeguard Student Privacy was led by the Future of Privacy Forum and the Software & Information Industry Association, and today the President challenged other companies to follow their lead.

According to Dr. Jay Fry, identiMetrics' CEO and former school Principal, "identiMetrics is proud to be among the 75 companies that have made this important commitment. As a biometric technology company committing to the Pledge, identiMetrics clearly shows that biometric technology can serve to protect and safeguard the privacy of our students."

This important document was developed by The Future of Privacy Forum (FPF) and The Software & Information Industry Association (SIIA) with guidance from school service providers, educator organizations and other stakeholders, following a convening by U.S. Representatives Jared Polis (CO) and Luke Messer (IN) to safeguard student privacy regarding the collection, maintenance and use of student personal information.

The Pledge affirms that K-12 school service providers are honored by educators and families to support their educational needs and school operations. We pledge to carry out responsible stewardship and appropriate use of student personal information gathered in our role as school service providers. http://studentprivacypledge.org

identiMetrics, Inc., a privately held company headquartered outside of Philadelphia, PA, is the leader in the development and marketing of biometric finger scanning identification solutions for schools. identiMetrics provides the only biometric ID system designed by educators specifically for the unique needs of schools. The identiMetrics Finger Scanning ID System™ provides a cost-effective and accurate replacement for swipe-card readers, barcode readers, and PIN pads allowing schools and school districts to increase accountability, improve operations and boost security. www.identimetrics.net

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